

# CENTRAL ILLINOIS YOUTH SYMPHONY



*Give your future a standing ovation!*

## Your Advertising Dollars

- Are vital in helping to offset tuition and program costs. Tuition covers only 40% of the cost to offer our programs.
- Provide the satisfaction of knowing you are supporting a program that helps **educate the leaders of tomorrow.**

## Your Advertisement

- Appears in four (4) **concert** programs.
- Reaches a **highly targeted audience** of exemplary young musicians, their families, corporate sponsors, and philanthropists who support our organization.
- Is seen by our students and their parents as they make decisions about where to attend **college**, which **local businesses** to frequent, and instrument purchases and repairs.
- Links to your business directly from the CIYS website.

## Without You

- Our programs would not be possible. The support of businesses, organizations and individuals in the **nearly 30 communities** where our students live is greatly appreciated. Please give to the CIYS and its young musicians by advertising your support in our concert programs.

## 2 Easy Steps

- Fill out the **advertising contract.**
- Return via email or mail by **Tuesday, September 4, 2018.**

## Contact the Symphony

L.J. Alexandre-Strong, Executive Director

[www.YouthMusicIllinois.org](http://www.YouthMusicIllinois.org)

[lj@youthmusicillinois.org](mailto:lj@youthmusicillinois.org)

c 309.678.6541



June 2018

Hello!

For over 50 years, the Central Illinois Youth Symphony has served dedicated and enthusiastic student musicians from throughout central Illinois through our comprehensive and innovative orchestral performance programs. We know you value what the arts contribute to our community and hope you will consider reserving advertising space in this season's concert programs.

The Youth Symphony is a nonprofit organization and all the funds that are raised help us to provide challenging and exciting opportunities for young musicians. In addition to keeping the membership cost down for our students, your advertising dollars help to continue providing for the musical development of young people throughout Central Illinois while reflecting your commitment to a vibrant and diverse community.

Since 1965, we have served over 3,300 youth and continue to serve over 175 students each season through our four orchestras, small ensembles, and workshop series. We invite you to learn more about our groups and conductors by visiting our website [www.CIYS.org](http://www.CIYS.org).

**You can help shape the future by supporting the Youth Symphony.** Investing in musical youth today will benefit your business tomorrow! Music study develops skills that are necessary in the workplace including leadership, teamwork, problem solving, and conflict management. Students learn to better communicate and cooperate with one another while working toward a common goal. Most importantly, children who study music learn that true success is achieved through regular, dedicated hard work.

I hope that you will support our effort by advertising with us. Your ad will appear in all four concert programs for the 2017-18 season to audiences between 1,300-1,500 people. In addition to a printed advertisement in our program book, you will receive a linked graphic advertisement on our website. For the best results, please email your ad to me. We ask that you fill out the advertising contract and return it by **August 1, 2017**.

**I have included a copy of the Spring 2018 program as an example of how your ad will be presented.**

If you have any questions please feel free to contact me at [jeffmcsweeney@ciys.org](mailto:jeffmcsweeney@ciys.org). On behalf of the Central Illinois Youth Symphony's young musicians, I sincerely thank you for your support!

Happy Summer,

A handwritten signature in black ink, appearing to read "L.J. Alexandre-Strong".

L.J. Alexandre-Strong  
Executive Director

C 309-370-6424 ~ [lj@youthmusicillinois.org](mailto:lj@youthmusicillinois.org)

# 2017/18 Concert Program Advertising Contract



**Concert Dates:** Two concerts (four total) each in November 2018 & April 2019

Please reserve the following space for our business in the Youth Music Illinois concert program:

## Program Cover Advertising Space - FULL COLOR!

Inside Front Cover - Full Page 8"h x 5"w	_____	2018-19 Program Ads \$650
Inside Back Cover - Full Page 8"h x 5"w	_____	\$650
Outside Back Cover - Full Page 8"h x 5"w	_____	\$700

## Program Body Advertising Space - Black & White

Full Page 8"h x 5"w	_____	2018-19 Program Ads \$450
Half Page 4"h x 5"w	_____	\$275
Quarter Page 2"h x 5"w	_____	\$175
1/8 Page, Horizontal 1"h x 5"w	_____	\$125
1/8 Page, Vertical 2 1/2"h x 2"w	_____	\$125

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ - \_\_\_\_\_ Web Site URL: \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_.

Signature: \_\_\_\_\_

My check is included: \_\_\_\_\_ Please send me an invoice: \_\_\_\_\_

**COPY DEADLINES:** Autumn – Friday, October 13, 2017 ~ Spring – Friday, March 16, 2018

**Mail contract with payment to:**

Youth Music Illinois  
3601 N. Sheridan Rd.  
Peoria, IL 61604

**Or email to:**

[lj@youthmusicillinois.org](mailto:lj@youthmusicillinois.org)

**Artwork:** See next page for visual of ad sizes. Ads must be camera ready and emailed in .pdf or .jpeg format to [lj@youthmusicillinois.org](mailto:lj@youthmusicillinois.org). No typesetting is provided. Clear images must conform to size (above). All files should be "high resolution."

# SAMPLE LAYOUT

Full page - 8h x 5w  
BEST VALUE!

Half page - 4h x 5w

Quarter page - 2h x 5w

Eighth page horizontal - 1h x 5w

Eighth page - vertical - 2h x 2.5w